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EXAMINER				
STIBLEY, MICHAEL R				
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**Please find below and/or attached an Office communication concerning this application or proceeding.**

The time period for reply, if any, is set in the attached communication.

### Office Action Summary

**Application No.**

10/815,635

**Applicant(s)**

DENOON ET AL.

**Examiner**

MICHAEL R. STIBLEY

**Art Unit**

3688

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --  
**Period for Reply**

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

**Status**

- 1) ☒ Responsive to communication(s) filed on 29 September 2008.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

**Disposition of Claims**

- 4) ☒ Claim(s) 1-38 and 40 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-38 and 40 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

**Application Papers**

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on \_\_\_\_\_ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

**Priority under 35 U.S.C. § 119**

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some \* c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
  2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

**Attachment(s)**

- 1) ☒ Notice of References Cited (PTO-892)
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) ☐ Information Disclosure Statement(s) (PTO-8508)  
Paper No(s)/Mail Date \_\_\_\_\_
- 4) ☐ Interview Summary (PTO-413)  
Paper No(s)/Mail Date \_\_\_\_\_
- 5) ☐ Notice of Informal Patent Application
- 6) ☐ Other: \_\_\_\_\_

**DETAILED ACTION**

**Request for Continued Examination**

1. Receipt is acknowledged of a request for continued examination, filed on 11/06/2008, under 37 CFR 1.114, including the fee set forth in 37 CFR 1.17(c) and a submission, filed on 9/29/2008. Prosecution is hereby re-opened, a detailed action follows:

**CLAIM STATUS**

2. Claims 1-38 and 40 are currently pending in the instant application and have been examined.

***Response to Arguments***

3. Applicant's remarks of 09/29/2008 are based on the newly amended claims and such arguments are fully addressed in the present Office Action as featured below.

Applicant asserts that position is distinct from the location data, which is a geographical location. However, a position i.e. coordinate entry, is location data, which is indicative of a geographical location.

If one were to apply the system of WANT to a statute, an object, an article, a product, the system and method of WANT would obtain and use location specific information, namely, the scanning device would sense the coordinate entry of the statute's bar code and the user of the PDA equipped with a scanner would then be sent information regarding the statute.

Examiner further reminds Applicant that limitations from the specification should not be read into the claims and claims must be interpreted with broadest reasonable interpretation.

Examiner further directs Applicant to the rejections that follow, as Examiner is not persuaded by Applicant's arguments.

***Claim Rejections - 35 USC § 101***

4. 35 U.S.C. 101 reads as follows:

Whoever invents or discovers any new and useful process, machine, manufacture, or composition of matter, or any new and useful improvement thereof, may obtain a patent therefor, subject to the conditions and requirements of this title.

5. **Claims 1-38 are rejected under 35 U.S.C. 101 because the claimed invention is directed to non-statutory subject matter.**

**As per Claims 1-38:** Claims 1-38 are rejected under 35 U.S.C. 101 as drawn to a non-statutory subject matter. The claims (or at least independent claims 1, uncured by the dependent

claims) are related to manual processes, which is not patentable. Indeed, the claims (e.g. claims 1) recite a process, which is not tied to another statutory class nor transform the underlying subject matter (such as an article or materials) to a different state or thing. See MPEP §2106.IV.B: *Determine Whether the Claimed Invention Falls Within An Enumerated Statutory Category*. See also the following U.S. Supreme Court cases: *Diamond v. Diehr*, 450 U.S. 175, 184 (1981); *Parker v. Flook*, 437 U.S. 584, 588 n.9 (1978); *Gottschalk v. Benson*, 409 U.S. 63, 70 (1972); and *Cochrane v. Deener*, 94 U.S. 780, 787-88 (1876). The claims currently feature insignificant extra solution activity and are not tied to a particular machine. Particularly, the acts of receiving data; determining an identify; receiving data; determining information and providing information are not tied to a particular machine. Further, these represent data gathering, insignificant extra solution activity.

Examiner suggests that Applicant incorporates computer architecture (hardware) into the body of the claims in a non-nominal (i.e. not insignificant extra-solution activity) way so that the claim positively recites the other statutory class (i.e. machine) to which it is tied, e.g., by identifying the apparatus that accomplishes the method steps, or positively recite the subject matter that is being transformed, e.g., the material being changed to a different state.

Examiner further notes that the Diehr Court stated that “insignificant post-solution activity will not transform an unpatentable principle into a patentable process. 450 U.S. at 191-192.

Examiner further notes that The Court in Flook, 437 U.S. at 590 stated “The notion that post-solution activity, no matter how conventional or obvious in itself, can transform an unpatentable principle into a patentable process exalts form over substance.” Flook further

outlines that the involvement of the machine or transformation in the claimed process must not merely be insignificant extra-solution activity. Further, the inherent step of gathering data can also fairly be characterized as insignificant extra-solution activity. See Flook, 437 U.S. at 590.

Examiner further notes the publication of In re Bilski, 88 USPQ2d 1385.

Examiner notes that Applicant may show that a process claim satisfies §101 either by showing that Applicant's claim is tied to a particular machine, or by showing that Applicant's claim transforms an article. See Benson, 409 U.S. at 70. Certain considerations are applicable to analysis under either branch. First, as illustrated by Benson, the use of a specific machine or transformation of an article must impose meaningful limits on the claim's scope to impart patent-eligibility. See Benson, 409 U.S. at 71-72. Second, the involvement of the machine or transformation in the claimed process must not merely be insignificant extra-solution activity. See Flook, 437 U.S. at 590.

***Claim Rejections - 35 USC § 102***

6. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(b) the invention was patented or described in a printed publication in this or a foreign country or in public use or on sale in this country, more than one year prior to the date of application for patent in the United States.

(c) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

7. **Claims 1-38 and Claim 40 are rejected under 35 U.S.C. 102(b) as being anticipated by Roy Want et al (WANT)(US PATENT 6,122,520).**

As per Claim 1, WANT teaches: A method of providing a user with information about a product or service, via machine-readable coded data disposed on a surface of an article, the coded data comprising coded data portions, each coded data portion identifying the article and a position of the coded data portion on the surface of the article, the method comprising the steps, performed in a computer system, of:

See at least "...Printed label codes and other labeling systems can also be used with the location information system. In one embodiment, bar code labels may be provided on various stores, [service] public buildings [product or service] exhibition centers [product or service] statutes [product] and the like. The computer or PDA is provided with a bar code scanner [system] for scanning the bar code on the bar code labels. The system then decodes the bar code to obtain the coordinate entry [each coded data portion identifying the article and a position of the coded data portion on the surface of the article] or URL for the associated web page. The coordinate entry is provided to the distributed network, which either incorporates the coordinate entry into a URL referencing a web page on a predetermined node which contains the location specific information or provides a "hyperlink" to a preexisting web page located on a separate node on the distributed network..." Col 2 lines 34-47

receiving interaction data representing interaction of a sensing device with the coded data, the interaction data having been generated **at least partially** on the basis of at least one coded data portion being sensed by the sensing device as the interaction took place,

See at least "...Printed label codes and other labeling systems can also be used with the location information system. In one embodiment, bar code labels may be provided on various stores, [service] public buildings [product or service] exhibition centers [product or service] statutes [product] and the like. The computer or PDA is provided with a bar code scanner [system] for scanning the bar code on the bar code labels. The system then decodes the bar code to obtain the coordinate entry [each coded data portion identifying the article and a position of the coded data portion on the surface of the article] or URL for the associated web page. The coordinate entry is provided to the distributed network, which either incorporates the coordinate entry into a URL referencing a web page on a predetermined node which contains the **location specific information** or provides a "hyperlink" to a preexisting web page located on a separate node on the distributed network..." Col 2 lines 34-47

determining from the interaction data an identity of the article and the position of the coded data interacted with by the sensing device;

See at least "...Printed label codes and other labeling systems can also be used with the location information system. In one embodiment, bar code labels may be provided on various stores, [service] public buildings [product or service] exhibition centers [product or service] statutes [product] and the like. The computer or PDA is provided with a bar code scanner [sensing device] for scanning the bar code [coded data] on the bar code labels. The system then decodes [interaction data] the bar code to obtain the coordinate [position/location]entry [each coded data portion identifying the article and a position of the coded data portion on the surface of the article] or URL for the associated web page.



The coordinate entry is provided to the distributed network, which either incorporates the coordinate entry into a URL referencing a web page on a predetermined node which contains the **location specific information** or provides a “hyperlink” to a preexisting web page located on a separate node on the distributed network...” Col 2 lines 34-47 See also “...the corresponding web pages provide the user with specific information associated with the coordinate entry representing that location...” Col 5 lines 3-5

receiving location data indicative of a geographical location;

See at least “...Printed label codes and other labeling systems can also be used with the location information system. In one embodiment, bar code labels may be provided on various stores, [service] public buildings [product or service] exhibition centers [product or service] statutes [product] and the like. The computer or PDA is provided with a bar code scanner [system] for scanning the bar code on the bar code labels. The system then decodes the bar code to obtain the **coordinate [position/location data indicative of a geographical location]**entry [each coded data portion identifying the article and a position of the coded data portion on the surface of the article] or URL for the associated web page. The coordinate entry is provided to the distributed network, which either incorporates the coordinate entry into a URL referencing a web page on a predetermined node which contains the location specific information or provides a “hyperlink” to a preexisting web page located on a separate node on the distributed network...” Col 2 lines 34-47 See also “...the corresponding web pages provide the user with specific information associated with the coordinate entry representing that location...” Col 5 lines 3-5

determining the information about the product or service from the location data, the identity of the article and the position of the coded data portion on the surface of the article interacted with by the sensing device;

See at least "...Printed label codes and other labeling systems can also be used with the location information system. In one embodiment, bar code labels may be provided on various stores, [service] public buildings [product or service] exhibition centers [product or service] statutes [product] and the like. The computer or PDA is provided with a bar code scanner [system] for scanning the bar code on the bar code labels. The system then decodes the bar code to obtain the coordinate [position/location data indicative of a geographical location]entry [each coded data portion identifying the article and a position of the coded data portion on the surface of the article] or URL for the associated web page. The coordinate entry is provided to the distributed network, which either incorporates the coordinate entry into a URL referencing a web page on a predetermined node which contains the location specific information or provides a "hyperlink" to a preexisting web page located on a separate node on the distributed network..." Col 2 lines 34-47 See also "...the corresponding web pages provide the user with specific information associated with the coordinate entry representing that location..." Col 5 lines 3-5 See also The system and method provides allows for labeled objects [articles or products] to be "linked" to associated web page(s). The infrared beacons or the bar code labels can also be used with objects [product or article] that have associated manuals or other written materials that are electronically available on the distributed network. That is, the user can electronically access an electronic version of its manual or other written

material [identity of article] by using information obtained from an infrared beacon or bar code label. Web pages corresponding to the URL to the distributed network are then provided to the computer via the transceiver and displayed on the display. The infrared beacons or the bar code labels can also be used directly with manuals [product or articles] or other written materials that are electronically available on the distributed network. Col 7 lines 9-40 see also FIG 6

and providing the information about the product or service to the user.

“...the corresponding web pages provide the user with specific information associated with the coordinate entry representing that location...” Col 5 lines 3-5 See also The system and method provides allows for labeled objects [articles or products] to be “linked” to associated web page(s). The infrared beacons or the bar code labels can also be used with objects [product or article] that have associated manuals or other written materials that are electronically available on the distributed network. That is, the user can electronically access an electronic version of its manual or other written material [identity of article] by using information obtained from an infrared beacon or bar code label. Web pages corresponding to the URL to the distributed network are then provided to the computer via the transceiver and displayed on the display. The infrared beacons or the bar code labels can also be used directly with manuals [product or articles] or other written materials that are electronically available on the distributed network. Col 7 lines 9-40 see also FIG 6 See also “...the corresponding web pages provide the user with specific information associated with the coordinate entry representing that location...” Col 5 lines 3-5

WANT teaches a location information system using a positioning system, such as the civilian Navstar Global Positioning System (GPS), in combination with a distributed network. The location information system includes a radio transceiver for communicating to the distributed network and a GPS receiving system. The GPS receiving system receives a signal from the GPS and converts it into a coordinate entry. The coordinate entry is transmitted to the distributed network for retrieval of corresponding location specific information. The location specific information may reside on a web page. The coordinate entry may be incorporated into the web page address that supports the coordinate entry or linked to an existing web page associated with the coordinate entry. The web page and associated information is displayed. Bar code labels, infrared beacons and other labeling systems may also be used in the location information system in place of or in addition to the GPS receiving system to supply location identification information. (abstract)

The system and method provides allows for labeled objects [articles or products] to be “linked” to associated web page(s). The infrared beacons or the bar code labels can also be used with objects [product or article] that have associated manuals or other written materials that are electronically available on the distributed network. That is, the user can electronically access an electronic version of its manual or other written material [identity of article] by using information obtained from an infrared beacon or bar code label. Web pages corresponding to the URL to the distributed network are then provided to the computer via the transceiver and displayed on the display. The infrared beacons or the bar code labels can also be used directly

with manuals [product or articles] or other written materials that are electronically available on the distributed network. Col 7 lines 9-40 see also FIG 6

Claim 1 reads A location information system that displays location specific information, the location information system, comprising: A receiver that receives location identification information [location data indicative of a geographical location] from at least one site specific object identifying a location; and a transceiver that transmits the location identification information to a distributed network and that receives the location specific information about the specified location from the distributed network based on the location identification information, wherein the location specific information provides information [provides information to user, including identification information] corresponding to the location. See also Claims 2-28.

Printed label codes and other labeling systems can also be used with the location information system. In one embodiment, bar code labels may be provided on [on or in a surface of an article] various stores, public buildings, exhibition centers, statutes and the like [product or article]. The computer or PDA is provided with a bar code scanner [sensing device] for scanning the bar code [coded data] on the bar code labels. The system then decodes the bar code to obtain the coordinate entry or URL for the associated web page. The coordinate entry is provided to the distributed network, which either incorporates the coordinate entry into a URL referencing a web page on a predetermined node which contains the location specific information or provides a "hyperlink" to a preexisting web page located on a separate node on the distributed network. (Col 2 lines 5-60) See also FIGS 1-8 and corresponding descriptions located at Col 4 Line 5-Col 9 line 67.

**As per Claim 2, WANT** teaches: wherein the information is indicative of a location of a commercial entity. (Col 2 Lines 35-40) See also FIGS 1-8 and corresponding descriptions located at Col 4 Line 5-Col 9 line 67.

**As per Claim 3, WANT** teaches: wherein the determining step includes determining that the article has been purchased. (abstract) See also FIGS 1-8 and corresponding descriptions located at Col 4 Line 5-Col 9 line 67

**As per Claim 4, WANT** teaches: wherein the information is indicative of an inducement to buy the product or service. (abstract) See also FIGS 1-8 and corresponding descriptions located at Col 4 Line 5-Col 9 line 67

**As per Claim 5, WANT** teaches: wherein the inducement is a price discount. (abstract) See also FIGS 1-8 and corresponding descriptions located at Col 4 Line 5-Col 9 line 67

**As per Claim 6, WANT** teaches: wherein the price discount is only valid at an outlet of a commercial entity at the location. (abstract) See also FIGS 1-8 and corresponding descriptions located at Col 4 Line 5-Col 9 line 67

**As per Claim 7, WANT** teaches: wherein the price discount is valid at any of a number of outlets of the commercial entity. (abstract) See also FIGS 1-8 and corresponding descriptions located at Col 4 Line 5-Col 9 line 67

**As per Claim 8, WANT** teaches: further including the step of receiving, in the computer system, identity data indicative of an identity of at least one of the sensing device and the user. (abstract) See also FIGS 1-8 and corresponding descriptions located at Col 4 Line 5-Col 9 line 67

**As per Claim 9, WANT** teaches: further including the step of receiving, in the computer system, alias identity data indicative of an alias identity of at least one of the sensing device and the user. (abstract) See also FIGS 1-8 and corresponding descriptions located at Col 4 Line 5-Col 9 line 67

**As per Claim 10, WANT** teaches: the location data having been provided by the sensing device. (Col 2 lines 5-60) See also FIGS 1-8 and corresponding descriptions located at Col 4 Line 5-Col 9 line 67

**As per Claim 11, WANT** teaches: the location data having been generated by the sensing device. (Col 2 lines 5-60) See also FIGS 1-8 and corresponding descriptions located at Col 4 Line 5-Col 9 line 67

**As per Claim 12, WANT** teaches: the location data having been provided by a mobile communications device. (Col 2 lines 5-60) See also FIGS 1-8 and corresponding descriptions located at Col 4 Line 5-Col 9 line 67

**As per Claim 13, WANT** teaches: the location data having been generated by the mobile communications device. (Col 2 lines 5-60) See also FIGS 1-8 and corresponding descriptions located at Col 4 Line 5-Col 9 line 67

**As per Claim 14, WANT** teaches: wherein the location data is based on Global Positioning System (GPS) location information generated by a GPS receiver in the sensing device. (abstract) See also FIGS 1-8 and corresponding descriptions located at Col 4 Line 5-Col 9 line 67

**As per Claim 15, WANT** teaches: wherein the location data is based on Global Positioning System (GPS) location information generated by a GPS receiver in the mobile communications device. (Col 2 lines 5-60) See also FIGS 1-8 and corresponding descriptions located at Col 4 Line 5-Col 9 line 67

**As per Claim 16, WANT** teaches: the location data having been generated by a telecommunications network associated with the sensing device. (Col 2 lines 5-60) See also FIGS 1-8 and corresponding descriptions located at Col 4 Line 5-Col 9 line 67

**As per Claim 17, WANT** teaches: the location data having been generated by a telecommunications network associated with the mobile communications device. (Col 2 lines 5-60) See also FIGS 1-8 and corresponding descriptions located at Col 4 Line 5-Col 9 line 67



**As per Claim 18, WANT** teaches: wherein the sensing device includes a wireless receiver for receiving radio-frequency data from a transmitter, the radio- frequency data including location information upon which the location data is based. (Col 2 lines 5-60) See also FIGS 1-8 and corresponding descriptions located at Col 4 Line 5-Col 9 line 67

**As per Claim 19, WANT** teaches: wherein the mobile communications device includes a wireless receiver for receiving radio-frequency data from a transmitter, the radio-frequency data including location information upon which the location data is based. (Col 2 lines 5-60) See also FIGS 1-8 and corresponding descriptions located at Col 4 Line 5-Col 9 line 67

**As per Claim 20, WANT** teaches: wherein the sensing device and the mobile communication device are integrated in a single device. (Col 2 lines 5-60) See also FIGS 1-8 and corresponding descriptions located at Col 4 Line 5-Col 9 line 67

**As per Claim 21, WANT** teaches: wherein the sensing device and the mobile communication device are integrated in a single device. (Col 2 lines 5-60) See also FIGS 1-8 and corresponding descriptions located at Col 4 Line 5-Col 9 line 67

**As per Claim 22, WANT** teaches: wherein the sensing device and the mobile communication device are integrated in a single device. (Col 2 lines 5-60) See also FIGS 1-8 and corresponding descriptions located at Col 4 Line 5-Col 9 line 67

**As per Claim 23, WANT** teaches: wherein the sensing device and the mobile communication device are integrated in a single device. (Col 2 lines 5-60) See also FIGS 1-8 and corresponding descriptions located at Col 4 Line 5-Col 9 line 67

**As per Claim 24, WANT** teaches: wherein the sensing device and the mobile communication device are integrated in a single device. (Col 2 lines 5-60) See also FIGS 1-8 and corresponding descriptions located at Col 4 Line 5-Col 9 line 67

**As per Claim 25, WANT** teaches: the location data having been generated by a telecommunications network associated with the sensing device. (Col 2 lines 5-60) See also FIGS 1-8 and corresponding descriptions located at Col 4 Line 5-Col 9 line 67

**As per Claim 26, WANT** teaches: the location data having been derived using an Uplink Time Difference of Arrival technique. (Col 2 lines 5-60) See also FIGS 1-8 and corresponding descriptions located at Col 4 Line 5-Col 9 line 67

**As per Claim 27, WANT** teaches: wherein the location data is received from a server, the server maintaining location data for a plurality of the articles based on last known locations of the respective articles. (Col 2 lines 5-60) See also FIGS 1-8 and corresponding descriptions located at Col 4 Line 5-Col 9 line 67

**As per Claim 28, WANT** teaches: wherein the providing step includes sending the information to an electronic address associated with at least one of the user and the sensing device. (Col 2 lines 5-60) See also FIGS 1-8 and corresponding descriptions located at Col 4 Line 5-Col 9 line 67

**As per Claim 29, WANT** teaches: wherein the geographical location is an area. (Col 2 lines 5-60) See also FIGS 1-8 and corresponding descriptions located at Col 4 Line 5-Col 9 line 67

**As per Claim 30, WANT** teaches: wherein the area is defined by a postal or zip code. (Col 2 lines 5-60) See also FIGS 1-8 and corresponding descriptions located at Col 4 Line 5-Col 9 line 67

**As per Claim 31, WANT** teaches: wherein the area is a city, suburb or town. (Col 2 lines 5-60) See also FIGS 1-8 and corresponding descriptions located at Col 4 Line 5-Col 9 line 67

**As per Claim 32, WANT** teaches: wherein the geographical location is an area at least partially defined by a transmission footprint of one or more cells of telecommunications network that forms at least part of a communication path via which at least one of the location data and the interaction data are received in the computer system. (Col 2 lines 5-60) See also FIGS 1-8 and corresponding descriptions located at Col 4 Line 5-Col 9 line 67

**As per Claim 33, WANT** teaches: wherein the geographical location is an area at least partially defined by a transmission footprint of one or more cells of the telecommunications network. (Col 2 lines 5-60) See also FIGS 1-8 and corresponding descriptions located at Col 4 Line 5-Col 9 line 67

**As per Claim 34, WANT** teaches: wherein the geographical location is an area at least partially defined by a transmission footprint of one or more cells of the telecommunications network. (Col 2 lines 5-60) See also FIGS 1-8 and corresponding descriptions located at Col 4 Line 5-Col 9 line 67

**As per Claim 35, WANT** teaches: wherein the coded data is indicative of an identity of the article. (Col 2 lines 5-60) See also FIGS 1-8 and corresponding descriptions located at Col 4 Line 5-Col 9 line 67

**As per Claim 36, WANT** teaches: wherein the coded data is indicative of an Electronic Product Code (EPC) of the article. (Col 2 lines 5-60) See also FIGS 1-8 and corresponding descriptions located at Col 4 Line 5-Col 9 line 67

**As per Claim 37, WANT** teaches: wherein the providing step includes causing a printer to print the information. (Col 2 lines 5-60) See also FIGS 1-8 and corresponding descriptions located at Col 4 Line 5-Col 9 line 67

**As per Claim 38, WANT** teaches: wherein the providing step includes causing a printer to print the information in the form of a voucher for obtaining the discount. (Col 2 lines 5-60)  
See also FIGS 1-8 and corresponding descriptions located at Col 4 Line 5-Col 9 line 67

**As per Claim 40, WANT** teaches: See the reasoning of the rejection of Claim 1, as the limitations of Claim 40 are substantially similar.

***Conclusion***

8. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

Loof (US 6,507,279 B2) provides for "Complete Integrated Self-Checkout System and Method."

Any inquiry concerning this communication or earlier communications from the examiner should be directed to MICHAEL R. STIBLEY whose telephone number is (571) 270-3612. The examiner can normally be reached on Monday-Friday 9 a.m.-5 p.m. EST.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, JAMES W. MYHRE can be reached on (571) 272-6722. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/MICHAEL R. STIBLEY/  
Examiner, Art Unit 3688  
Monday, February 2, 2009

/Jean Janvier/  
Primary Examiner, Art Unit 3688